

Message Text

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ACTION COME-00

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FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 3104

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E.O. 11652: N/A

TAGS: BEXP, IR

SUBJ: FY 1974 COMMERCIAL OBJECTIVES

REF: A. STATE 128397; B. TEHRAN A050, 3/19/73; C. TEHRAN 4905

1. PRINCIPAL COMMERCIAL OBJECTIVES OF EMBASSY IN FY 1974
DERIVED FROM SECTIONS A AND B OFF CCP, FROM REF B AND FROM RECENT
INFORMATION DEVELOPED ON FIFTH PLAN IMPLEMENTATION. THUS,
BRIEFLY, EMBASSY RESOURCES WILL BE DIRECTED TO INCREASING US
EXPORTS TO IRAN BY PRINCIPAL MEANS OF ASSURING MAXIMUM US PARTI-
CIPATION IN MAJOR PROJECTS IN IRAN (\$5 MILLION AND UP).
RESOURCE ALLOCATION IN THIS MANNER PROVED IN RECENT YEARS TO
PRODUCE HIGHEST PAYOFF IN TERMS ACTUAL SALES US GOODS AND SER-
VICES. IDENTIFICATION NEW PRODUCT CATEGORIES AND DEMAND AREAS
PROMISING SUREST TANGIBLE IMMEDIATE, AND LONG-TERM SALES WILL
ALSO RECEIVE FULL ATTENTION. UNDER CRITERIA MENTIONED, FOLLOWING
OBJECTIVES BEING LISTED IN ORDER OF PRIORITY.

2. OBJECTIVE ONE: ASSURE MAXIMUM US PARTICIPATION IN POWER
GENERATION AND TRANSMISSION PROJECTS UNDER FIFTH PLAN AS RE-
PORTED REF C. ACTION ONE: IDENTIFY INDIVIDUAL PROJECTS AND
ATTEMPT EMBASSY PARTICIPATION IN PLANNING STAGES TO PRODUCE
EARLY WARNING TO US EQUIPMENT AND SERVICES SUPPLIERS.
ACTION TWO: AT APPROPRIATE TIME, USDOC ORGANIZE "MINI, INFORMAL"
TRADE MISSION OF SELECTED SUPPLIERS QUICKLY TO COME TO IRAN
AND BE PREPARED TO PRESENT PROPOSALS AND PROVIDE BASIC DATA.

3. OBJECTIVE TWO: ASSURE MAXIMUM US INVOLVEMENT IN TURNKEY PRO-
JECTS AND SUPPLY OF EQUIPMENT IN VARIOUS HEALTH CARE AND HOSPI-
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TAL PROJECTS SCHEDULED UNDER FIFTH PLAN. ACTION ONE: HOLD

HEALTH CARE EXHIBIT IN TDC IN FALL 1973. ACTION TWO: CONTINUOUS FOLLOW-UP OF NEW CIVILIAN AND MILITARY HOSPITAL PROJECTS AND WORK WITH LOCAL REPS US SUPPLIERS AND USDOC TO ENSURE PROMPT RESPONSE TO TECHNICAL QUESTIONS AND, IF NECESSARY, VISITS BY TECHNICIANS AND SALES EXECUTIVES TO IRAN.

4. OBJECTIVE THREE: ESTABLISH SUPREMACY OF US WATER PURIFICATION AND DESALINATION EQUIPMENT AND ENGINEERING. ACTION ONE: IDENTIFY MOST IMPORTANT POTENTIAL CUSTOMERS AMONG IRANIAN INDUSTRIAL ESTABLISHMENTS AND MILITARY ENTITIES. ACTION TWO: ORGANIZE HIGHLY SPECIALIZED TRADE MISSION FOR LATE FY-1974.

5. OBJECTIVE FOUR: INCREASE SALES OF US AUTOMOTIVE TESTING, MAINTENANCE AND REPAIR EQUIPMENT. ACTION ONE: IDENTIFY PLANS FOR CONSTRUCTION NEW SERVICE AND REPAIR FACILITIES IN IRAN BY AUTOMOTIVE, TIRE, AND OIL INDUSTRIES, ACTION TWO: ORGANIZE PRODUCT LINE FOR EXHIBITION AT TDC SHOW IN SECOND HALF FY-1974.

6. OBJECTIVE FIVE: INCREASE US SHARE OF MARKET FOR CHEMICALS, INCLUDING PETROCHEMICALS AND AGRICULTURAL SPECIALTIES. ACTION ONE: IDENTIFY PRODUCTS HAVING POTENTIAL IN LIGHT OF RECENT DOLLAR DEVALUATIONS. IMPORTS GENERALLY BELIEVED TO CONTINUE HEAVY FOR SOME YEARS DESPITE DEVELOPMENT OF LOCAL INDUSTRY' ACTION TWO: CONSIDER USDOC ORGANIZATION OF SMALL, TECHNICALLY ORIENTED TRADE MISSION.

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